

## Message Text

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ORIGIN EA-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-05 H-01 INR-10  
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COME-00 /064 R

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-----001930 022042Z /65

O R 022000Z MAY 78  
FM SECSTATE WASHDC  
TO AMEMBASSY JAKARTA IMMEDIATE  
AMEMBASSY MANILA IMMEDIATE  
INFO AMEMBASSY BANGKOK  
AMEMBASSY KUALA LUMPUR  
AMEMBASSY SINGAPORE

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FOR MANILA FOR VICE PRESIDENT'S PARTY FOR HEGINBOTHAM

E.O. 11652: N/A

TAGS: ASEAN, APCAC, ETRD, EGEN

SUBJECT: US CHAMBER OF COMMERCE DISCUSSION OF ASEAN  
PROSPECTS AND ACTIVITIES

1. US CHAMBER OF COMMERCE HOSTED ON MAY 1 A MEETING WITH  
APCAC COUNTRY REPRESENTATIVES, NEW YORK-BASED AMERICAN ASEAN  
TRADE COUNCIL, WASHINGTON ASEAN COMMITTEE (AWC) AND DEPART-  
MENT REPRESENTATIVES. LEW BURRIDGE, CHAIRMAN OF APCAC AND  
US LEADER OF APCAC-ASEAN COUNCIL, SAID US BUSINESS HAD NOW  
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REACHED THE SECOND STAGE IN ITS RELATIONS WITH ASEAN.  
APCAC WAS NOW PREPARED TO UNDERTAKE CONSTRUCTIVE PROJECTS  
AND PARTICIPATE IN INDUSTRIAL COMPLEMENTATION AND REGIONAL  
TRADE EXPANSION. BURRIDGE NOTED, HOWEVER, THAT COMMUNICA-  
TIONS WITH ASEAN STILL NEEDED TO BE IMPROVED BECAUSE OF A  
LACK OF UNDERSTANDING AND SPECIFICITY ON SOME MATTERS. FOR  
EXAMPLE, LACK OF INFORMATION FROM ASEAN ON THE TRADE FAIR

HAD RESTRICTED US BUSINESS INVOLVEMENT. NEVERTHELESS, THROUGH THE APCAC-ASEAN COUNCIL US BUSINESS WAS PREPARED TO WORK WITH THE ASEAN CHAMBER OF COMMERCE AND INDUSTRY (CCI) AND TO ASSIST IN ANY WAY POSSIBLE. BURRIDGE ADDED THAT APCAC WOULD BE FLEXIBLE IN ITS APPROACH TO MEET ASEAN DESIRES.

2. DERRICK SAMUELSON, CHAIRMAN OF THE NEW AMERICAN-ASEAN TRADE COUNCIL IN NYC, SAID THAT THIS COUNCIL WOULD BE A POINT OF REFERENCE FOR US INVESTORS AND ASEAN BUSINESSMEN. THE COUNCIL WOULD PROVIDE INFORMATION AND ESTABLISH CONTACTS REGARDING INVESTMENT AND COMMERCIAL VENTURES AS WELL AS POSSIBLY ASSISTING WITH ASEAN INDUSTRIAL PROJECTS AND COMPLEMENTATION ARRANGEMENTS. SAMUELSON WANTS TO USE THE COUNCIL AS A PLATFORM FOR AMERICAN BUSINESSMEN IN ORDER TO PROMOTE UNDERSTANDING OF AND LIAISON WITH ASEAN.

3. OAKLEY JOHNSON OF THE US CHAMBER LOOKS FORWARD TO A FIRST MEETING OF THE ASEAN-US BUSINESS COUNCIL HOPEFULLY EARLY NEXT YEAR. US PARTICIPANTS WOULD INCLUDE MAJOR AND POTENTIAL INVESTORS IN THE ASEAN AREA AS WELL AS US TRADING COMPANIES. HE NOTED THAT THE USG HAS GIVEN GENERAL ENDORSEMENT TO THIS EFFORT. THE BUSINESS COUNCIL WOULD WORK WITH THE ASEAN INDUSTRIAL CLUBS AND PROMOTE INDUSTRIAL COMPLEMENTATION. JOHNSON EXPECTS TO HAVE ABOUT 50 TOP US BUSINESS LEADERS WHO ARE INTERESTED IN THE ASEAN REGION LIMITED OFFICIAL USE

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PARTICIPATE. HE IS CURRENTLY DETERMINING THE INTEREST OF TOP US BUSINESS EXECUTIVES IN THIS EFFORT. HIS POINT OF CONTACT WITH ASEAN WILL BE CCI. THE THREE US BUSINESS SPOKESMEN EXPRESSED THE HOPE AT THE NEXT US-ASEAN DIALOGUE A NUMBER OF TOP US BUSINESS EXECUTIVES COULD MEET WITH THE ASEAN PARTICIPANTS. THIS PROPOSAL WAS GENERALLY ENDORSED BY ALL PARTICIPANTS.

4. FYI. IN SUBSEQUENT CONVERSATION WITH DEPTOFFS, SAMUELSON AND ROBERT L. HOWE, VICE-PRESIDENT OF NY COUNCIL, SUGGESTED THAT US BUSINESS COMMUNITY MIGHT HOLD SUBSTANTIVE TALKS WITH ASEAN MINISTERS AS WELL AS HAVING A SOCIAL ENGAGEMENT DURING FORTHCOMING WASHINGTON MEETING. HOWE PLANS TO PROPOSE TO ASEAN CCI HOLDING A MEETING AMONG ASEAN AND US BUSINESSMEN PRIOR TO NEXT ASEAN-US DIALOGUE TO PREPARE FOR SUCH DISCUSSIONS. HOWE SAID THAT HE WOULD COORDINATE ANY SUCH PROPOSAL WITH US CHAMBER OF COMMERCE AND APCAC. DEPTOFFS INDICATED WILLINGNESS TO EXPLORE THIS IDEA WITH ASEAN AND EMPHASIZED THE NEED TO OBTAIN FULL COOPERATION OF CCI AND OTHER US BUSINESS GROUPS. END FYI.

5. AMBASSADOR ZAIN OF MALAYSIA, CURRENT CHAIRMAN OF THE

AWC, WAS PLEASED WITH THE INTENSE PRIVATE SECTOR INTEREST IN ASEAN. HE EXPECTED THE SECOND MINISTERIAL MEETING IN WASHINGTON SCHEDULED FOR THIS SUMMER TO ADVANCE FURTHER BOTH PRIVATE AND PUBLIC CONTACTS BETWEEN US AND ASEAN.

THE AWC WOULD ACT AS A CLEARING HOUSE FOR SUCH CONTACTS AND KEEP THE ASEAN GOVERNMENTS INFORMED OF INVESTMENT AND COMMERCIAL OPPORTUNITIES AND PROBLEMS. ZAIN THOUGHT A MEETING BETWEEN THE US PRIVATE SECTOR AND THE ASEAN MINISTERS MIGHT BE POSSIBLE. HE CONSIDERED THE CHAMBER'S PROPOSED ASEAN-US BUSINESS COUNCIL AN ENCOURAGING DEVELOPMENT. HE ADDED THAT THE US CLEARLY WANTED TO BE INVOLVED IN ASEAN IN A CONSTRUCTIVE WAY. DEPARTMENT OFFICERS PROVIDED A GENERAL OUTLINE OF US-ASEAN ACTIVITIES TO DATE  
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AND UNDERLINED USG DESIRE TO PROMOTE PRIVATE AND PUBLIC CONTACTS IN ASEAN AREA. VANCE

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## Message Attributes

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